

30. A method according to Claim 29, wherein the set top boxes include an integrated receiver-decoder and a processor supporting an interactive television runtime environment.

31. A method according to Claim 14, wherein the receiving step includes the step of using a set-top box to receive the composite signal, and the set-top box executes an interactive television application to process the composite signal.

32. A method according to Claim 31, wherein the set-top box includes a tuner/demodulator to receive the composite signal.

33. A method according to Claim 15, wherein the first channel video display includes an interactive advertising area.

34. A method according to Claim 15, wherein the first channel video display shows instructions for the viewer.

35. A method according to Claim 15, wherein the first channel video display includes an interactive area containing an initial welcome screen including instructions for operating interactive features.

36. A method according to Claim 16, further comprising the step of providing a customer identification number for the viewer location.

37. A method according to Claim 36, wherein the step of providing the customer identification number includes the step of providing a plurality of customer identification numbers for the viewer location.

38. A method according to Claim 37, wherein the identification numbers include a variety of permission levels.

39. A method according to Claim 17, wherein the transmitting step includes the step of transmitting the composite broadcast data stream to a set-top box at the viewer location.

40. A method according to Claim 17, wherein the step of defining the specified location as a location for a sensitive area includes the step of defining said location by implementing instructions contained in an interactive television client application program.

41. A method according to Claim 18, wherein the first instructions are contained in an interactive television client application program.

42. A method according to Claim 18, further comprising the step of inserting triggers into the broadcast signal to initiate desired changes.

43. A method according to Claim 42, wherein the desired changes include updates in the content being sent to the viewing audiences.